



Strategic Plan FY12-14 Proposal

Goal 1: Increase Participation in the Arts in Missouri

Objective A: Communicate the impact of the arts to all statewide levels of government and civic leadership and to arts organizations' leadership.

Strategy 1. Missouri Arts Council (MAC) staff and board will meet with key strategic partners including state, county and city government and civic leadership to communicate the economic and social impact of the arts.

1. Establish a practice of meeting with government and civic leaders when conducting statewide workshops and meetings throughout the state. (including Chamber, Division of Tourism, Missouri Municipal League, Main Street Conference)
2. Meet with the boards of mid-sized and established institutions to increase MAC visibility and present the MAC strategies.
3. Work closely with Missouri Citizens for the Arts to coordinate message, training and strategies to promote public funding of the arts.
4. Develop and disseminate an Annual Report on Council activities and outcomes.
5. Communicate to government officials, funders, grantees and art organizations to increase MAC visibility.

Objective B: Make MAC the preeminent organization to successfully promote the value and visibility of the arts to all citizens in Missouri.

Strategy 1. Implement a marketing plan.

1. Develop and implement a marketing plan
2. Use promotions to further MAC's message.

Strategy 2. Strategically utilize web site and new social networking/media strategies to increase visibility.

1. Maintain and continue to improve the web site as an engaging and dynamic portal for the arts in Missouri.
2. Encourage grantees to add a MAC link to their own web site.
3. Use social media to expand MAC impact.
4. Create a statewide art activity that will encourage broad participation
5. Consider expanding the Missouri Arts Awards.
6. Encourage arts groups to include arts events on webpage calendars.

Strategy 3: Make MAC an exemplary state arts agency.

1. Implement best practices in arts administration.
2. Participate in conferences and workshops that strengthen staff and board skills.
3. Review MAC by-laws and policies annually for compliance.

Objective C: Strengthen MAC's role as a resource for arts organizations and artists.

Strategy 1. Strengthen the effectiveness of arts organizations and artists.

1. Maintain the special-interest-group listservs to facilitate communication among grantees and other arts organizations.
2. Share information and best practices to support artists and arts organizations.
3. Develop resources to communicate on topics in the arts field.
4. Promote the value of partnerships and collaborations among arts organizations and their communities.
5. Support programs and organizations that serve artists and arts organizations.

Strategy 2. Fund the arts to address our strategic goals.

1. Align funding programs and application process with strategic goals.
2. Identify and promote other funding opportunities to applicants.

Objective D: Increase services to underserved communities or populations.

Strategy 1. Target prospective grant applicants in unfunded and under-funded districts.

1. Identify unfunded or under-funded districts in cooperation with Missouri Association of Community Arts Agencies (MACAA) and Mid-America Arts Alliance.
2. Identify arts organizations which are not currently funded and encourage participation in grant workshops and applications.
3. Continue intensive grant workshops to assist new grant applicants.
4. Provide Downtown Revitalization and Economic Assistance to Missouri (DREAM) communities funding to serve new arts programs.

Strategy 2. Take the arts to the people by using community venues.

1. Reinvigorate public art programs across the state and determine funding process.
2. Create and promote random acts of culture/art.
3. Maintain and expand the Missouri Touring Performers directory.
4. Promote touring grant opportunities.

Strategy 3. Target potential audiences that are traditionally underserved by the arts.

1. Provide support for grantees to expand their reach to non-traditional audiences.
2. Inform grantees how to reduce barriers for artists and audiences with disabilities
3. Maintain partnerships with VSA Missouri.
4. Encourage artistic development among underserved population through partnerships with VSA Missouri and Missouri Association of Community Arts Agencies.

Goal 2: Grow Missouri's Economy Using the Arts

Objective A: Support state and community efforts to utilize the arts to attract and grow businesses.

Strategy 1. Promote the role of the arts in developing an innovative economy.

1. Share information on economic impact statewide.
2. Work within the Governor's office and Department of Economic Development (DED) to partner with the DREAM communities initiative.
3. Promote cultural planning among communities in Missouri.
4. Communicate with DREAM communities to identify resources to support cultural activities.
5. Promote arts districts with economic incentives.

Objective B: Promote tourism to arts destinations.

Strategy 1. Partner with other state agencies and organizations to promote tourism to arts destinations.

1. Promote use of Tourism Calendar to arts organizations.
2. Utilize website to promote arts organizations statewide.
3. Promote Creative Communities and other arts destinations.
4. Collaborate with Tourism to promote cultural tourism.

Goal 3: Strengthen Missouri Education through the Arts

Objective A: Advocate arts education in Missouri schools.

Strategy 1. Communicate the value of arts education.

1. Support of the Missouri Alliance for Arts Education.
2. Establish partnership with the Missouri State School Board.

Strategy 2. Advocate for legislation to support arts education.

Objective B: Support arts education projects.

Strategy 1. Encourage quality in-school and out-of-school arts education projects.

1. Promote the value of bringing teaching artists into the classroom.
2. Assist in planning quality projects with clearly defined learning objectives and effective evaluation/assessment strategies.
3. Provide information about the arts education grants in public forums.
4. Fund quality arts education projects.

Objective C: Increase professional capacity for educators.

Strategy 1. Create, support and promote professional development.

1. Encourage, support and provide professional development opportunities for teachers by coordinating efforts among various components such as the Arts Education Collaborative, the Missouri Alliance for Arts Education, the Missouri Department of Elementary and Secondary Education (DESE), and school districts, and arts organizations throughout the state.
2. Fund quality professional development projects
3. Inform educators about professional development activities.

Strategy 2. Share expertise among Arts Organizations

1. Engage arts organizations in dialogue about trends in arts education.